

Achieving high levels of engagement among UK primary and secondary healthcare professionals using a World AIDS Day digital media, augmented reality, and email education campaign



Watch Bruce Richman, Leena Sathia & Laura Waters give a short overview of the campaign, and download the 'HIV in the UK today' fact sheet & this poster via the QR code, or via this [link](#)



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BACKGROUND:

- The remarkable progress made in treatment and care since the early 1980s, has transformed HIV from a death sentence to a manageable condition with a near normal life expectancy.¹
- But to live with HIV is about so much more than the virus itself. Fear, stigma and myths about HIV are still common,² even within the healthcare community.³
- Research conducted in a large London hospital³ found that 80% of staff were unaware that people living with HIV who are on effective treatment and have an undetectable viral load cannot sexually transmit HIV (U=U, undetectable equals untransmittable⁴). Over a third were unaware that women living with HIV could give birth to an HIV negative child.³
- Ensuring all healthcare professionals (HCPs) are aware of key issues affecting people living with HIV may help address stigma, improve patient engagement and the offering and uptake of HIV testing.

METHODS:

- We launched a UK wide HIV educational campaign using digital media advertisements and email targeting primary and non-HIV specialist secondary care HCPs.
- We developed a fact sheet on 'HIV in the UK today' with the input and endorsement of all co-authors.
- HCPs were contacted through Data4NHS emails (citing local prevalence data) and rotating digital media advertisements across the healthcare professional websites Doctors.net, GP Notebook, Nursing Times, Pulse, Patient.info and The BMJ.
- Both campaigns linked to the 'HIV in the UK today' fact sheet.
- HIV HCPs were informed of the campaign via HIV professional groups membership lists, and at the BHIVA Autumn Conference 2021 via an augmented reality coffee cup.

'HIV IN THE UK TODAY' FACT SHEET DEVELOPMENT:

- Gilead engaged BHIVA, BASHH, Terrence Higgins Trust and the Prevention Access Campaign to provide expert input into the development of a three page, hyperlinked fact sheet on 'HIV in the UK today' focusing on:
 - UK HIV epidemiology and need for improved HIV testing,
 - Stigma and undetectable equals untransmittable (U=U),
 - Supporting people to age well with HIV through a multidisciplinary, multisystem approaches to long-term care.
- The fact sheet contained hyperlinks to wider resources shown on the right. Click throughs from the fact sheet to these external resources were collected.



'HIV in UK today' fact sheet hyperlinks to key resources & distribution of click throughs:

986 click throughs via hyperlinks embedded within the 'HIV in UK today' fact sheets were recorded to 4 key resource types:

- BHIVA HIV testing (42% [422/986]) & other guidelines (2% [19/986]).
- Terrence Higgins Trust Can't Pass It On online HCP training resource (tth.org.uk/our-work/training/cant-pass-it-training)⁵ (39% [389/986]).
- HIV-Lens.org, an interactive online mapping tool that visualises the impact of the HIV epidemic on communities across England (15% [148/986]).
- Liverpool HIV Drug interactions website (1% [8/986]).

EMAIL CAMPAIGN OUTCOMES:

- On World AIDS Day (1st December 2021), 25,502 Data4NHS emails were sent (and resent 7 days later) to the target groups, with an open rate of 20.8% (5,302).
- The email body used metadata to provide local HIV prevalence (according to PHE geographic area) and highlighted several key facts, while giving the option to click through to the 'HIV in UK today' factsheet.
- Open rates were consistent across primary (20.7%, 3,629/17,531), and the 8 secondary care specialities (range 17.3-26.2%), and consistently at or above the Data4NHS average (figure 1).
- Click through from opened emails to the 'HIV in UK today' fact sheet was 2.8% (151/5,302), with 69% (104/151) from GPs.

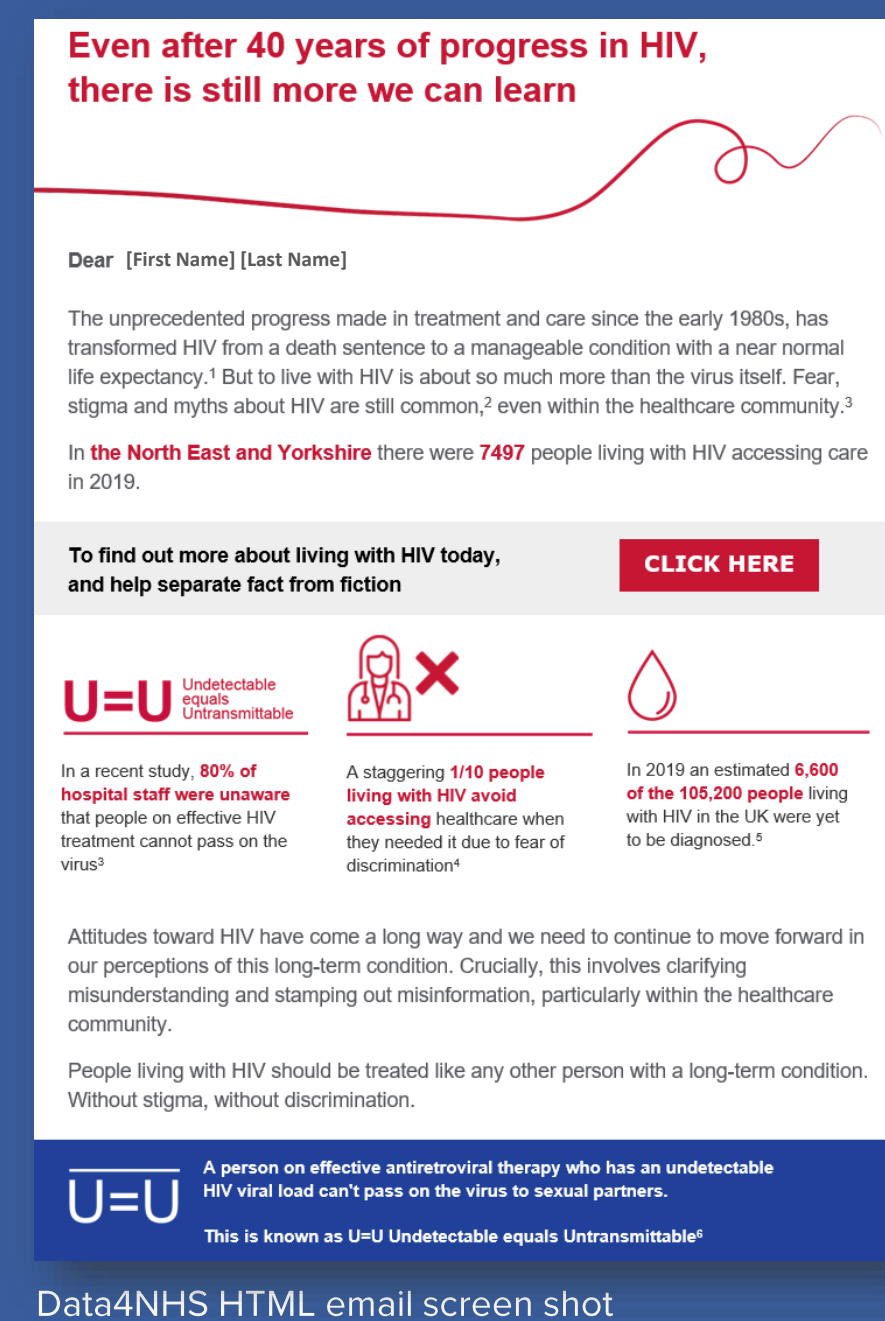
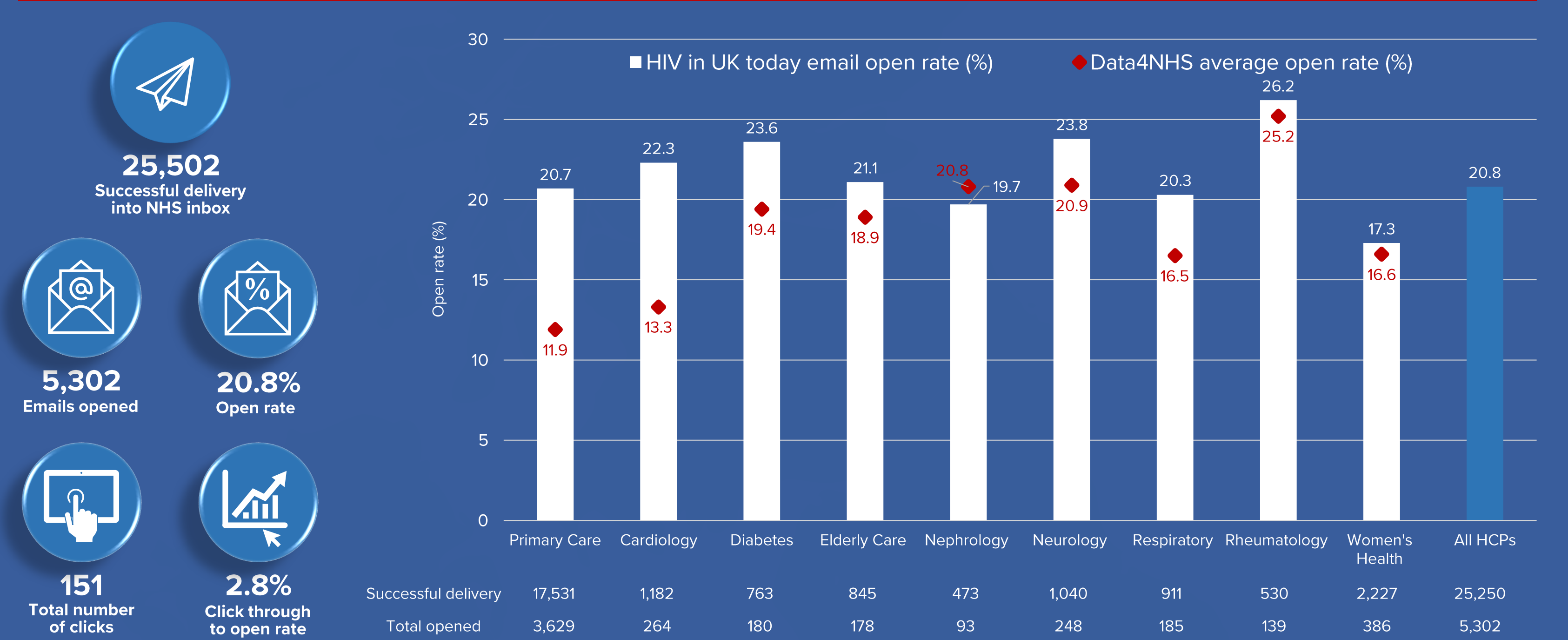


Figure 1: Open rates & successful Data4NHS email delivery overall & according to HCP clinical speciality

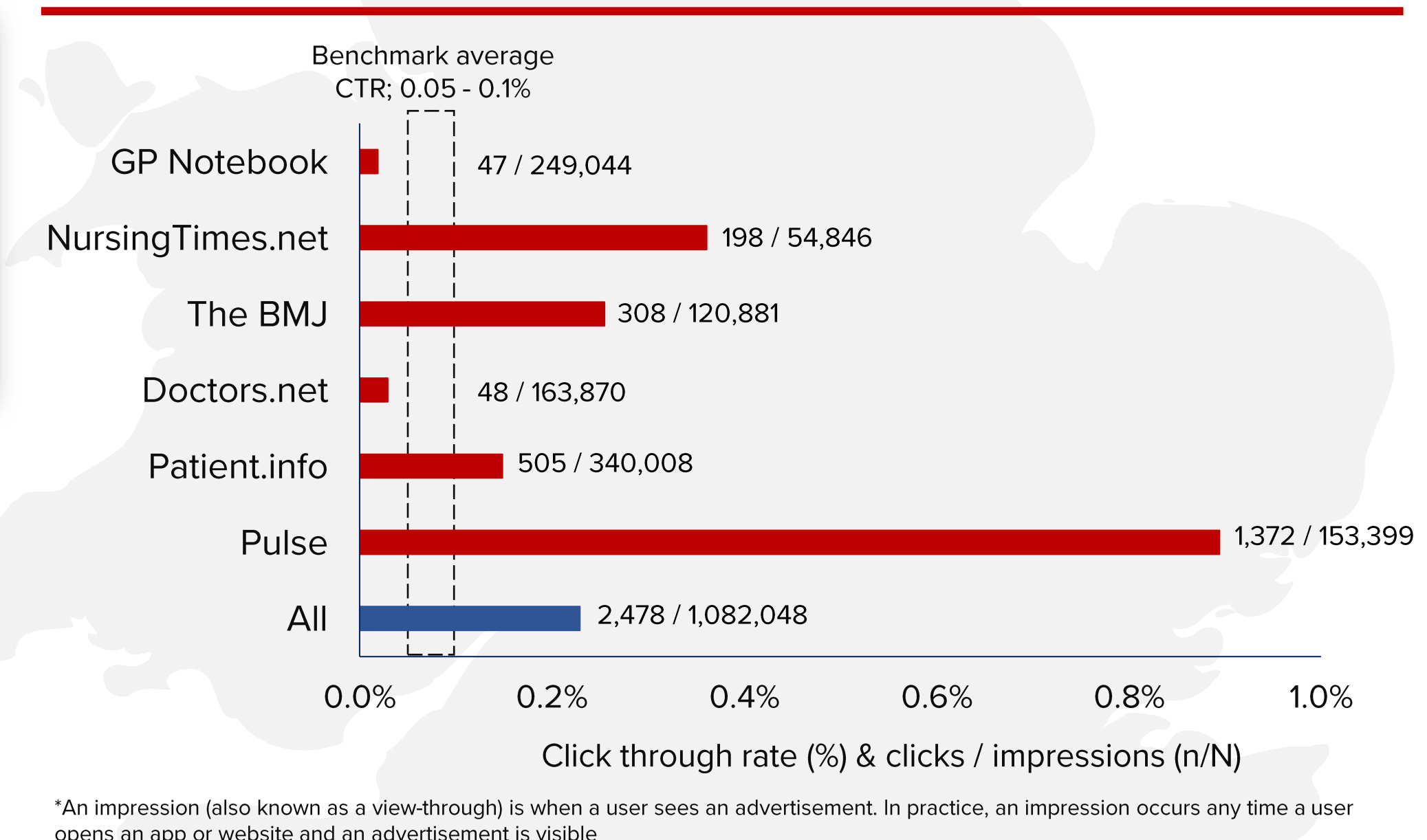


DIGITAL MEDIA ADVERTISEMENTS OUTCOMES:

- A 2 week rolling digital media campaign (22nd November through 8th December 2021) used banner advertisements across 6 HCP professional websites that primary and secondary HCPs frequently use.
- Banners covered the core themes of the 'HIV in UK today' fact sheet (see examples) and on clicking enabled download of the 'HIV in UK today' fact sheet as a PDF.
- Over 1 million (1,082,048) impressions, or opportunities to view the banners by the website users were recorded over the 2 week campaign (figure 2)
 - Patient.info created the most impressions (31%, 340,008), followed by GP Notebook (23%, 249,044)
- Click through rate (CTR) was 0.23% (2,478 /1,082,048) which is over twice the upper average industry CTR of 0.05 – 0.1% (figure 2)
 - Pulse generated both the highest CTR (0.89%, 1,372/153,399) and largest number of clicks, accounting for 55% (1,372/2,478) of click throughs, despite accounting for 14% (153,399/1,082,048) of overall impressions.



Figure 2: Click through rates (CTR) and clicks / impressions* for the 6 HCP professional websites targeted for digital media advertisements



AUGMENTED REALITY COFFEE CUP:

- At the BHIVA Autumn Conference 2021 (26th November 2021) Gilead used an augmented reality (AR) coffee cup to inform HIV HCPs attending the conference about the campaign.
- Coffee cups provided to delegates from the Gilead stand contained a QR code which when scanned with a smart phone created an AR image over the cup. Using a series of messages, delegates explored the need for and development of the campaign (see images, and QR link to a short video) and offered a download of the 'HIV in the UK today' factsheet to their device.
- This anecdotally provided a novel way of engaging and providing conference delegates with information.



Scan this QR code to watch the AR cup



SUMMARY

- Engaging all who provide care for people living with HIV is key to 'getting to zero'.
- This strategically timed HIV awareness campaign targeted to a large UK non-HIV healthcare community achieved high engagement, directly engaging up to 7,708 HCPs and providing over 1 million views of the campaign messaging over the two week period.
- We provided current and pertinent information on HIV testing, stigma, U=U, as well as links to training resources, and highlighted the need for a multidisciplinary, multisystem approach across healthcare settings, with the patient at the centre.
- Future work could include qualitative analysis of the campaign's benefits and measuring impact on HIV testing rates.

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